

Prevention of road traffic injuries



World Health Day

an annual advocacy event hosted on 7th April by WHO and its many partners worldwide to mark the establishment of the Organization

WHD 2003 Healthy Environments for Children: Shape the Future of Life



WHD 2002 Physical Activity: Move for Health



WHD 2001 Mental Health: Stop Exclusion, Dare to Care



WHD 1993 Injuries: Handle Life with Care

WHD 1961 Injuries: Accidents Need Not Happen!

World Health Day 2004



World Health Day 2004

Objectives:

- To raise awareness about the health impact and societal costs of road traffic injuries, especially for vulnerable road users, including pedestrians, cyclists, motorcycle riders and passengers
- To issue a call for action to increase efforts to prevent road traffic injuries

World Health Day Partnerships:

- WHD Advisory Committee
- 12 Advocacy Oriented NGOs
- Collaborating Centres

World Health Day, Key messages

Road traffic injuries are a major global public health and development concern; magnitude expected to rise considerably.

Road traffic injuries can be prevented, and consequences can be alleviated.

Strong political commitment is key to prevention, and governments have a particular role to play.

Road safety is a collective responsibility, and partnerships can promote and facilitate prevention efforts.

Health sector has a key role to play amongst others.

World Health Day 2004

Global WHD events:

- Release of the WRR TIP

Traffic injury prevention

World Report on Road Traffic Injury Prevention

- Joint report - WHO and World Bank, many collaborators
- Goal : provide a tool for increased political and technical action
- 5 chapters : concepts, data, determinants, interventions, conclusions and recommendations (many case studies)

Recommendations for Action:

- Single responsible agency in countries
- Address data issues
- Human and financial capacity
- National strategic plans and plans of action
- Implement interventions known to work
- International agency and donor involvement



Traffic injury prevention

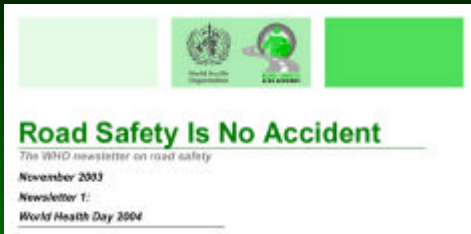
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Global WHD events:

- Release of the WRR TIP
- Global road safety campaign
 - regional/country launches of the report
 - adoption of recommendations of report
 - advocacy documents
 - training in countries
 - poster display
 - newsletter

Traffic injury prevention

Global campaign for RTI prevention



Traffic@who.int

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Global WHD events:

- Release of the WRR TIP
- Global road safety campaign
- Exhibit of personal reflections of lives lost and broken due to road traffic injuries

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Global WHD events:

- Release of the WRR TIP
- Global road safety campaign
- Exhibit of personal reflections of lives lost and broken due to road traffic injuries
- UN stamp on road safety

Traffic injury prevention

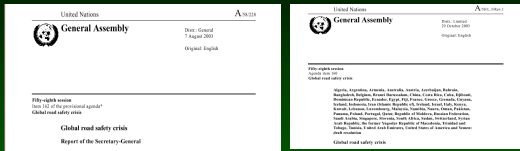
World Health Day 2004

Global WHD events:

- Release of the WRR TIP
- Global road safety campaign
- Exhibit of personal reflections of lives lost and broken due to road traffic injuries
- UN stamp on road safety
- UN General Assembly Plenary Session
- WHA resolution

Traffic injury prevention

Global campaign for RTI prevention



In preparation:
WHA Resolution on
Strengthening the Public Health Response
to Road Traffic Injuries

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Global WHD events:

- Release of the WRRTP
- Global road safety campaign
- Exhibit of personal reflections of lives lost and broken due to road traffic injuries
- UN stamp on road safety
- UN General Assembly Plenary Session
- WHA resolution
- Conferences
 - 7th World Conference on Injury Prevention and Safety Promotion
 - International Conference on Alcohol Drugs and Traffic Safety

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Examples of some other WHD events

- China - Launch of national campaign to promote use of seat belts
- Europe - Regional Road Safety Week hosted by UNECE
- Kenya - Launch of national campaign about preventing crashes at black spots
- Mexico - Hosting of a national policy discussion on road safety
- Switzerland - Launch of a national campaign to promote safer pedestrian crossings
- Thailand - Regional advocacy event to promote use of helmets for motorcyclists
- and many more

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World Health Day 2004 : Materials

- Toolkit for organizers
- Brochure
- Package of materials or "kits" (toolkit, brochure, posters, stickers, key chains, etc.)
- Newsletters
- WHD website (www.who.int/world-health-day/2004/en)
- Campaign poster series

